

The Effect of Marketing Mix on Patient Satisfaction in Prima Vision Medan Special Hospital in 2019

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ABSTRACT

Hospitals have a very strategic role in efforts to accelerate the improvement of public health status. The new health care paradigm requires hospitals to provide quality services according to the needs and desires of patients. The main factor is that the services provided are of low quality so that they cannot produce the services expected by patients. The marketing mix can be used as a marketing tool that makes it easy for hospitals to achieve their marketing goals. This study aims to analyze the effect of the marketing mix of the Eye Hospital Special Eye Medan Vision on patient satisfaction in 2019. This type of research is quantitative by using a design (cross sectional). The variable that has a positive effect is the product with a product coefficient value of 0.012. From the results of the study, it is suggested to the Eye Hospital of Prima Vision Medan that it is necessary to improve the product in the form of improving health services, paying more attention to price and process, paying attention to people, especially those who are in direct contact and contact with patients, paying attention to physical evidence, namely the physical and non-physical work environment

Keywords: Patient Satisfaction, Marketing Mix

INTRODUCTION

The hospital is an integral part of a social and health organization with the function of providing comprehensive services (comprehensive), disease healing (curative) and disease prevention (preventive) to the community. The hospital

is also a training center for health workers and a medical research center (WHO, 2015).

The number of hospitals in Indonesia alone in 2017 amounted to 2,831, consisting of 2,627 General Hospitals and 564 Special Hospitals. In North Sumatra alone the number of hospitals is 220, with 194 General Hospitals and 26 Special Hospitals (Depkes, 2017).

The problem that is often faced by hospitals is that the hospital has not been able to provide something that service users really expect. The main factor is because the services provided are of low quality so that they have not been able to produce the services expected by patients. To be able to compete with other hospitals, the hospital must always strive to improve the quality and quality of health services that are oriented towards achieving patient satisfaction. In service industries such as hospitals, service quality is needed (Riduwan, 2015).

Hospitals as health institutions have recently shown developments that lead to professionalism in the service sector. This development was caused by various internal and external factors such as awareness of hospital managers to implement a professional management system and community demands for quality hospital services (Bauk et al., 2013).

Marketing strategy is a set of principles that are appropriate, consistent, and feasible to be implemented by companies in order to achieve the target

market in the long term and long-term company goals (objective), in certain competitive situations. In this marketing strategy, there is a marketing mix strategy, which determines the best composition of the four components or marketing variables, in order to be able to reach the target market as well as achieve the goals and objectives of the company.

Satisfaction is the result of a comparison between the expectation (expectation) about the product and the performance (performance) of the product, so there are two things that must be discussed, namely the expected quality and the perceived quality (Nurlia, 2011).

Special Hospital is a hospital that provides main services in one particular field or type of disease based on scientific disciplines, age group, organs, type of disease or other specificities (Permenkes RI No. 58/2014). For eye-specific hospitals in Medan got a total of 6. This proves that each hospital competes by improving or relying on the quality of marketing and services they have.

One of the ways to improve the quality of the hospital in the competition between special eye hospitals is by marketing, for example the Sumatra Eye Center (SMEC) is a hospital that has a fairly good reputation among the people of North Sumatra, seen from the many visitors. On average, patients who come are referral patients from the regions and it can be said that because of the BPJS service. The number of patients at SMEC itself reaches 200 patients in 1 day. When patients wait in line, the SMEC Eye Hospital provides a tea and coffee machine that can be used by patients to drink while waiting in line.

The Prima Vision Eye Special Hospital itself was recently established, where the Prima Vision Eye Special Hospital was active on September 28, 2017. The success of the hospital in carrying out its functions is very dependent on public trust. The Prima Vision Eye Special Hospital is one of the private eye hospitals with a special classification of C. The Prima

Vision Eye Special Hospital has obtained permission from the health department and related agencies in the form of a Hospital Establishment Permit from the Medan City Health Office. Unlike the SMEC Eye Hospital, the Prima Vision Eye Hospital has not served patients with BPJS, the majority of patients are general patients or insurance-covered patients. The number of patients itself is around 40-60 patients in 1 day, still less than the number of SMEC patients discussed above.

The Prima Vision Special Eye Hospital in Medan has certainly developed a marketing strategy policy by analyzing its competitive position, namely as a market challenger. As a market challenger, alternative marketing strategies are as follows human resource management strategy, product strategy, service channel strategy, promotion strategy, tariff setting strategy.

From the development of existing marketing strategy policies, the Prima Vision Medan Special Eye Hospital expects more optimal results, seen from the health indicators showing that optimal and efficient results from hospital management have not been achieved.

Based on research conducted by Riduwan (2015), the Horas Insani Pematang Siantar Hospital also shows the effect of the marketing mix on patient satisfaction, both partially including products, promotions, people, health workers, physical appearance, strength, pressure, process or simultaneously.

Based on the initial survey, at the Prima Vision Special Eye Hospital Medan, there were complaints of dissatisfaction due to long queues. Following up on these problems, a marketing strategy is needed to determine the marketing mix at Prima Vision Eye Special Hospital and determine the level of satisfaction to find out whether the patient is satisfied or not with the service. that has been received, if the patient is not satisfied, the causative factor must be immediately identified and corrections or corrections are made to eliminate the

dissatisfaction. This study aims to analyze the effect of the marketing mix of the Prima Vision Medan Special Eye Hospital on patient satisfaction.

LITERATURE REVIEW

Marketing

Marketing (marketing) is a total system of business activities designed to plan, price, promote, and distribute goods that can satisfy the desires and services of both current and potential consumers (Abdullah and Francis Tantri, 2012).

Marketing Mix

Marketing strategy is a set of principles that are appropriate, consistent, and feasible to be implemented by companies in order to achieve the target market in the long term and long-term company goals (objective), in certain competitive situations. In this marketing

strategy, there is a marketing mix strategy, which determines the best composition of the four components or marketing variables, in order to achieve the target market as well as achieve the goals and objectives of the company (Nurlia, 2011).

Hospital Marketing

Hospital marketing is carried out by disseminating information about hospital services in an honest, educational, informative manner and can make someone understand about the health services they will get.

Satisfaction

Satisfaction is the result of a comparison between the expectation about the product and the performance of the product, so there are two things that must be discussed, namely the expected quality and the perceived quality (Kotler, 2008).

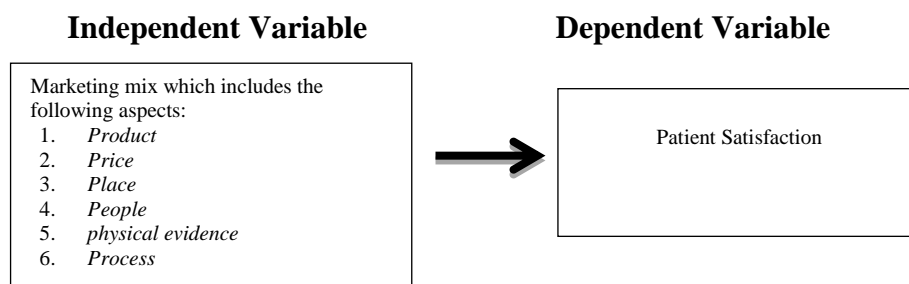


Figure 1 Conceptual Framework

Hypothesis

Based on the background of the study and the justification of the relationship between variables, the research hypothesis:

1. There is an influence between the marketing mix on patient satisfaction at the Prima Vision Medan Special Eye Hospital 2019.

MATERIAL AND METHODS

This research is descriptive quantitative, which is to see the effect of the marketing mix of the Prima Vision Special Eye Hospital Medan on patient satisfaction in 2019. Using a cross-sectional design, which is a type of research that emphasizes the time of measurement or observation of data on independent variables and the

dependent variable is measured in a specific time. simultaneously and momentarily.

The population in this study is the number that will be obtained from patients at the Prima Vision Special Eye Hospital in Medan who were obtained during the study for 1 week. Samples were taken using a probability technique (probability sample) or often called a random sample, this means every member of the population has the same opportunity to be taken as a sample. In taking the sample using the Slovin formula so that the number of samples in this study amounted to 164 respondents.

The data collection method was obtained by distributing questionnaires to patients in a structured manner with closed answers at the Prima Vision Special Eye

Hospital, Medan. Prior to data analysis, primary data and secondary data are first processed through a data processing process, which includes the following activities: Editing, data editing is done to avoid mistakes in order to facilitate the data entry process. Data entry, after the coding process, is entered into the computer using a computer program and cleaning, before data analysis is done checking and correcting the data that has been entered. Furthermore, the data that has been collected and processed is then analyzed using a computer program.

RESULTS AND DISCUSSION

Product Influence on Patient Satisfaction

Based on the results of research that has been conducted at the Prima Vision Eye Hospital, the product has an effect on patient satisfaction. Service products offered at Prima Vision Eye Hospital are in the form of health services, specialist health services, information submitted by doctors and nurses. The products offered to these patients greatly affect the satisfaction of patients who come for treatment there.

The effect of the product on patient satisfaction was proven in bivariate analysis testing using the chi-square test with a strong enough correlation. From the bivariate analysis, it was found that the product had a positive relationship with patient satisfaction as many as 117 respondents (90.0%) who answered agreed that patient satisfaction was related to the product, while 13 respondents (10.0%) who answered did not agree that patient satisfaction was related to the product. . The result of statistical test shows that the chi-square value is 0.012, so it can be concluded that there is a relationship between the product marketing mix and patient satisfaction.

Based on the results of the analysis in table 4.4, it can be seen that there is a significant relationship between Product and Patient Satisfaction. It can be seen that the Exp (B) / OR value is 3,240, which means that a good product will increase patient satisfaction by 3.2 times compared to a bad

product. The results of this study are in line with research conducted by Riduan in 2015 regarding the relationship between marketing mix and patient satisfaction at the Horas Insani Pematangsiantar hospital, where the respondents rated the product as quite good, namely 37 respondents (61.67%) who answered strongly agree that patient satisfaction was related with the product, while 3 respondents (28.57%) who answered strongly agreed that the equipment used was adequate and able to meet the respondent's need for health services. Respondents said that they chose hospital services according to their needs.

However, this study is not in line with research by Risma (2014) which states that there is no relationship between the product and the utilization of health services because the services provided by the hospital are quite satisfactory, so that most patients state that the product is good but it is not related to the use of the patient choosing health services.

Thus it can be concluded from the above research that the better the hospital provides the product, the higher the level of patient satisfaction.

The Effect of Price on Patient Satisfaction

Based on the results of research that has been conducted at the Prima Vision Eye Hospital, Medan, price does not affect patient satisfaction. At Prima Vision Special Eye Hospital, Medan, the price offered varies depending on the type of action the patient will receive. Then in pricing for the products offered such as drugs, other facilities and services are also different. Price is a critical point in the service marketing mix because price determines the income of a business / business. The determination of pricing decisions is also very significant in determining the value that can be provided to customers and plays an important role in the picture of service quality.

Any pricing strategy should be based on a clear understanding of a firm's pricing

objectives. Effective pricing is central to the financial success of service companies.

From the analysis of the relationship between price and patient satisfaction, it was found that as many as 53 respondents (37.3%) who answered agreed that patient satisfaction was related to price, while respondents (10.2%) who answered did not agree that patient satisfaction was related to price. The result of statistical test shows that the chi-square value is 0.361, so it can be concluded that there is no relationship between the marketing mix, namely price and patient satisfaction.

The results of this study are in line with research conducted by Nurfardiansyah (2019) where the results of his research state that the inpatient unit rates are cheaper than other hospitals, but in terms of service quality and food quality obtained, they do not match the class rates of care paid. So that this research shows that there is no relationship between price and health service benefits in Makassar City Hospital. Thus it can be concluded from the above research that there is no relationship between price and patient satisfaction.

The Effect of Place on Patient Satisfaction

Based on the results of research that has been conducted at the Prima Vision Eye Special Home, Medan, place has an effect on patient satisfaction. The location of the hospital is strategic and known to the public, easy to reach and the parking conditions are comfortable and spacious. From the analysis of the relationship between place and patient satisfaction, it was found that as many as 112 respondents (90.3%) who answered agreed that patient satisfaction was related to place, while 12 respondents (9.7%) who answered did not agree that patient satisfaction was related to place. The result of statistical test shows that the chi-square value is 0.013, it can be concluded that there is a relationship between the marketing mix, namely place, and patient satisfaction.

Based on the results of multivariate analysis, it can be seen that there is a

significant relationship between Place and Patient Satisfaction. It can be seen that the Exp (B) / OR value is 3.111, which means that a good place will increase patient satisfaction by 3.1 times compared to a bad place.

The results of this study are in line with research conducted by Riduan in 2015 regarding the relationship between marketing mix and patient satisfaction at the Horas Insani Pematangsiantar hospital, that 39 respondents (33.33%) who answered strongly agree that patient satisfaction is related to place, while 1 respondent (11.67%) who answered strongly agree that patient satisfaction is related to place.

Thus it can be concluded that the better the location of the hospital, the higher the level of patient satisfaction.

The Effect of People on Patient Satisfaction

Based on the results of research conducted at the Prima Vision Special Eye Hospital, Medan, people have an effect on patient satisfaction. At the Prima Vision Eye Hospital, the people who work are people who are trained and have high motivation, both doctors, nurses and administrative staff. All employee attitudes and actions, even the way employees dress and appearance, have an influence on consumer perceptions or the success of service delivery. All employees who come into contact with consumers can be referred to as salespeople. Marketing is the job of all service organization personnel. Therefore it is important that all the behavior of all service employees must be oriented towards consumers. That means service organizations must recruit and retain employees who have skills, an attitude of commitment and the ability to build good relationships with consumers.

From the results of the analysis of the relationship between people and patient satisfaction, it was found that 122 respondents (89.1%) who answered agreed that patient satisfaction was related to people, while 15 respondents (10.9%) who

answered did not agree that patient satisfaction was related to people. The result of statistical test shows that the chi-square value is 0.037, it can be concluded that there is a relationship between the marketing mix, namely people, and patient satisfaction. From the multivariate results. Based on the results of the analysis in table 4.4, it can be seen that there is a significant relationship between People and Patient Satisfaction. It can be seen that the Exp (B) / OR value is 2.847, which means that good people will increase patient satisfaction by 2.8 times compared to bad people.

The results of this study are in line with research conducted by Riduan in 2015 regarding the relationship between marketing mix and patient satisfaction at the Horas Insani Pematangsiantar hospital that 39 respondents (65%) who answered strongly agree that patient satisfaction relates to people, while 1 respondent (11.67%) who answered strongly agreed that patient satisfaction was related to people.

However, it is different from Nurfardiansyah's research (2019) where based on the results of research on the relationship between people (people) and the use of health services in general patients who are hospitalized at Makassar City Hospital, the results of statistical tests using the Chi-square test show that there is no relationship between people and utilization. health services in the inpatient unit of Makassar City Hospital. This is due to the lack of attitude and behavior of officers in fostering trust in patients during treatment because even though doctors or nurses examine carefully, the attitude is lacking in terms of moral support and fostering confidence that the disease will heal, so there is no relationship between people and benefits. health services at Makassar City Hospital.

Thus it can be concluded that the higher the quality of people in the hospital, the higher the level of patient satisfaction.

The Effect of Physical Evidence on Patient Satisfaction

Based on the results of research that has been conducted at the Prima Vision Special Eye Hospital, Medan, physical evidence has an effect on patient satisfaction. At Mata Prima Vision Special House, Medan, the physical evidence offered varies widely. In the form of building conditions, the comfort of the inpatient room and the patient's family waiting room and the cleanliness of the bathroom. Physical Evidence or physical means is something that significantly affects consumer satisfaction in buying and using the service products offered.

From the analysis of the relationship between physical evidence and patient satisfaction, it was found that 126 respondents (90.0%) who answered agreed that patient satisfaction was related to physical evidence, while 14 respondents (10.0%) who answered strongly agreed that patient satisfaction was related with physical evidence. The results of statistical tests showed that the chi-square value was 0.002, so it can be concluded that there is a relationship between the marketing mix, namely physical evidence and the occurrence of patient satisfaction. From the multivariate results, there is a significant relationship between Physical Evidence and Patient Satisfaction. This can be seen from the 95% CI. It can be seen that the Exp (B) / OR value is 4,500, which means that good physical evidence will increase patient satisfaction by 4.5 times compared to bad physical evidence.

Thus it can be concluded from the above research that there is a relationship between physical evidence and the level of patient satisfaction.

Effect of Process on Patient Satisfaction

Based on the results of research that has been conducted at the Prima Vision Special Eye Hospital Medan, the process has no effect on patient satisfaction.

From the results of the bivariate test. From the results of the analysis of the relationship between process and patient satisfaction, it was found that 57

respondents (86.4%) who answered agreed that patient satisfaction was related to the process, while 9 respondents (13.6%) who answered did not agree that patient satisfaction related to process. The result of statistical test shows that the chi-square value is 0.945, so it can be concluded that there is no relationship between the marketing mix, namely process and patient satisfaction.

The results of this study are not in line with Riduan's (2015) study where the results of the research between process and patient satisfaction state that there is a significant relationship.

Thus it can be concluded from the above research that there is no relationship between process and patient satisfaction.

The Most Influential Marketing Mix To Patient Satisfaction

The results of multivariate analysis can be concluded that of all independent variables that affect Patient Satisfaction at Prima Vision Eye Special Hospital in 2019, there is one subvariable, namely Product that most influences patient satisfaction with P value (Sig) 0.012 <value α 0.05. B) / the biggest OR obtained is 4.014, which means that a good product will increase patient satisfaction by 4.0 times compared to a bad product.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research and discussion that has been carried out in this study, the researchers draw conclusions as follows:

1. Patient satisfaction at the Prima Vision Special Eye Hospital, Medan, is positively influenced by variables in the marketing mix, namely product, place, people, physical evidence. Where it is proven in the bivariate analysis test using the chi-square test with a strong enough correlation. This shows that the more the marketing mix factors increase, the patient's satisfaction will increase.

2. Patient satisfaction at Prima Vision Special Eye Hospital Medan is not negatively influenced by variables in the marketing mix, namely price and process. The effect of price and process on patient satisfaction does not prove that price and process affect patient satisfaction in bivariate analysis testing using the chi-square test. So that it cannot be continued to multivariate analysis.
3. From the results of the multivariate analysis of six marketing mix variables, the most influential variables are physical evidence and product. This shows that patients place great importance on physical evidence and the products provided by services at the hospital.

Recommendations

Based on the results and discussion, there are several suggestions that can be delivered:

1. Special Eye Hospital Prima VisionMedan should further improve products in the form of specialist services, providing health services and health information provided to patients. This will make patients more satisfied with the results of their medical examinations and increase their loyalty to come back.
2. Prima Vision Eye Special Hospital Medan should pay more attention to the place, namely the addition or expansion of parking lots.
3. The Prima Vision Medan Special Eye Hospital should further improve people, especially those dealing directly with patients so that patients feel satisfied. The people who work are highly motivated and trained doctors, nurses and other officers. Several health training or seminars were conducted to improve people's competence.
4. The Prima Vision Medan Special Eye Hospital should pay attention to physical evidence, namely the work environment, both physical and non-physical, of the

nurses to improve the performance of nurses. Completing the things needed in the work environment so that it supports the implementation of the duties of nurses, for example, such as adding a digital queue number that is displayed on the screen and can be seen directly by patients when queuing to get service.

5. The Prima Vision Special Eye Hospital in Medan should improve its service to price, where other eye hospitals that have worked closely with BPJS, should the Prima Vision Eye Special Hospital also collaborate with BPJS to improve the quality of hospital services.
6. The Prima Vision Medan Special Eye Hospital should further enhance the interaction process that occurs between employees and patients, both medical and non-medical personnel, so that patients feel more satisfied, such as training and improving technology to facilitate interaction and service processes.
7. The results of the multivariate analysis test showed that the marketing mix in the form of a product was the most significant, namely the one that had the most influence on patient satisfaction, which means that a good product will increase patient satisfaction by 4.0 times compared to a bad product.

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How to cite this article: Nasution NRA, Girsang E, Ginting R et.al. The effect of marketing mix on patient satisfaction in Prima Vision Medan Special Hospital in 2019. *International Journal of Research and Review*. 2020; 7(8): 241-249.
